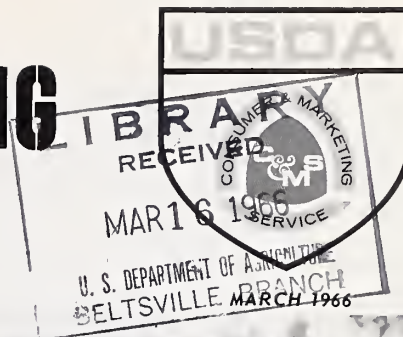


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

7A280.38
148

AGRICULTURAL MARKETING





AGRICULTURAL MARKETING

Volume 11, Number 3

Contents

March 1966

The Magic of Buying Eggs	3
C&MS Uses "See and Taste" Test	4
Matching Turkey Production to Demand	5
New Techniques for Enforcing the P&S Act	6
Trimmed Celery Costs Less to Ship	7
What the Label Means on the Ham You Buy	8
Marketing Services for Dairy Farmers	10
Retirees Stretch Meat-Buying Dollars	11
Consumer and Marketing Briefs	12
C&MS and OEO Team Up To Fight Poverty	14
New Food Stamp Areas	15
The Secret of Success	16

Reprint Material

All articles may be reprinted without permission. Prints of photos and art used in this issue may be obtained from Photo Library, U.S. Department of Agriculture, Washington, D.C. 20250. Please order photos by the following negative numbers: Cover, BN16726-a.m.; page 3, DN-893 a.m.; page 4, N58092-a.m.; page 5, N41093-a.m.; page 7, BN26557-a.m.; page 9, N43304-a.m.; page 11, ST756-12-a.m., ST756-2-a.m., ST756-6-a.m.; page 13, BN26548-a.m.; page 14, BN25210-a.m.

Cover Page

How do turkey farmers like the one on this month's cover adjust their production to demand—at reasonable prices? Story on page 5.

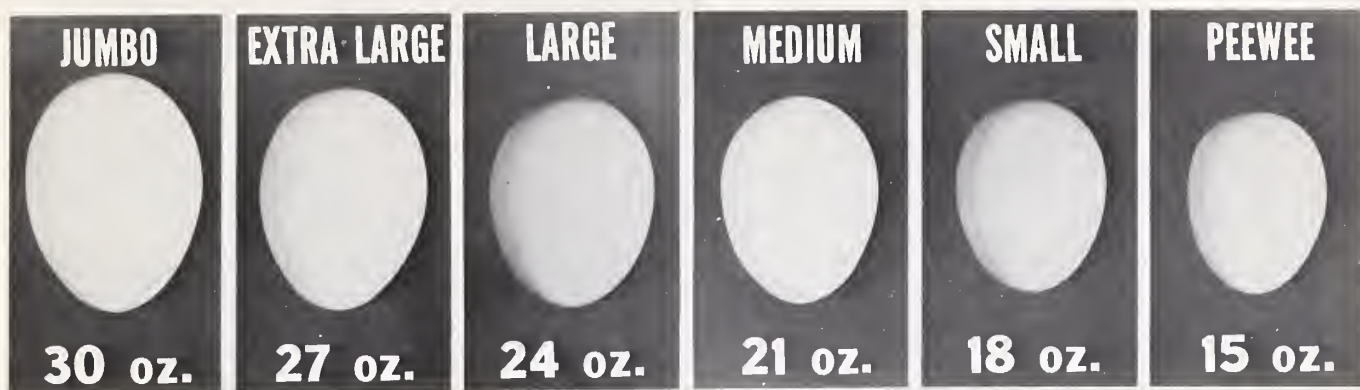
ORVILLE L. FREEMAN
Secretary of Agriculture

S. R. SMITH, Administrator
Consumer and Marketing Service

Editor, James A. Horton
Writer-Editor, Devra L. Simon
Editorial Assistant, Vera L. Golatt

AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication has been approved by the Bureau of the Budget, July 20, 1964. Yearly subscription is \$1.50 domestic, \$2.25 foreign. Single copies, 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.





Egg sizes range from Jumbo to Pee wee—a dozen Jumbo eggs weigh 30 oz. and a dozen Pee wees weigh 15 oz. Buy the size that fits your family's needs.

The MAGIC of Buying Eggs

The word is MAGIC—an easy way for the budget-minded housewife to remember these important egg-buying tips.

The word is MAGIC.

M is for Mark—the Mark that helps you buy.

A stands for Always—Always look for the size.

G stands for Grade—the Grade tells you how good your eggs are.

I stands for If—If the eggs are cracked or dirty, don't buy them.

C stands for Cover—Cover your eggs in the icebox and store them right.

Let's look at these more closely.

The **M** in magic stands for mark, the grademark you find on the carton (or box) of eggs. The mark looks like this. It tells you that a government man has looked at the eggs to see how good they are and what size they are. This mark might read like this. "USDA"—this means "U.S. Department of Agriculture" and shows that the mark is official. "U.S. A Grade"—this tells you the egg is very good. "Medium"—this is a mark of size and says that the egg is halfway between "Large" and "Small."

A stands for "always." Always look for the size. A dozen large eggs weighs one and a half pounds. "Small" eggs are not as big as large ones. "Extra Large" eggs are bigger yet. Buy the size eggs that fit the needs of your family.



G stands for "Grade" and for "goodness," because grades tell you how good your eggs will look, both outside and in. All fresh eggs will taste good, but Grade A or Grade AA eggs will look better after you cook them. If you use eggs just for cakes, then Grade B eggs will cost less but will be just as good.

I is for If—if the eggs are cracked or dirty, don't buy them. Look for the grade mark. If the carton has a grademark on it, you know that no cracked or dirty eggs went into it, because someone from the government looked at the eggs and took out the bad ones. If you cannot find eggs with grademarks on them, make sure that there are no dirty eggs inside. Cook eggs well and don't eat raw eggs that have not been graded.

C stands for Cover—Cover your eggs in the icebox. Keep them in their box when you put them in the icebox. When you store your eggs, keep the big end up. This keeps the eggs looking nice when you cook them. Use your eggs as soon as possible.

So, next time you shop for eggs, remember the MAGIC word from the U.S. Department of Agriculture and look for the grademark on the carton.

Some useful words:

Grade—A measure of goodness or value of a food. Like "U.S. Choice" is a grade of meat and "U.S. No. 1" is a grade of apples.

Carton—A box that holds a dozen eggs.

Medium—Means "in the middle."

Official—If something is "official" then the government has approved it.

(Editor's Note: This article was written to be used by people working with low-income families who get food assistance from the U.S. Department of Agriculture's Consumer and Marketing Service, so those families can be as well-fed as possible out of the money they have to spend for food.)

EGGs ARE IMPORTANT in the food needs of your family. They provide many of the things your family needs to grow to be healthy.

Egg buying is an important job for the housewife, who must try to get the best food for what she can pay. But egg buying can be easier if the housewife remembers the MAGIC word from the Consumer and Marketing Service, which is part of the United States Department of Agriculture.

C&MS Uses "SEE AND TASTE" Test

To insure that food reaching people through national assistance programs meets quality and quantity specifications.

By Fred Dunn

KIDS LOVE—AND GROW ON—good food!

No one is more aware of this than technicians of the U.S. Department of Agriculture. They are responsible for developing the requirements used in buying foods donated to supplement the lunches of some 20 million school children and the meals of nearly six million needy persons participating in the national food assistance programs.

These technicians of USDA's Consumer and Marketing Service use utmost care in developing the food purchase specifications, then make a special effort to see that the products bought measure up precisely to these requirements.

Processed fruits and vegetables bought in limited quantities by C&MS for the National School Lunch Program, for needy persons, and institutions are among the foods given special attention. During 1965, these included canned apricots, cherries, peas, green beans, corn, tomatoes, sweet potatoes, apples, applesauce, grapefruit sections, and pineapple, as well as raisins, prunes, frozen cherries, and frozen concentrated orange juice.

Sample reviews are the key to developing the most effective purchase specifications for these processed foods. Here's how they are made:

When procuring foods, C&MS inspectors check each delivery from each packer to make sure it complies with contract requirements. Periodically, the inspectors send representative samples of the product being offered into C&MS laboratories in Washington, D.C., for review.

The samples are opened during weekly "cuttings," and reviewed by C&MS home economists, food specialists, inspectors, standardization specialists, and contracting officers. These are the personnel who deal with all phases of food assistance programs—the people who develop the specifications, who do the buying, who supervise official inspection (which is required of all foods

bought), who develop and standardize quantity recipes and make serving suggestions, and who develop the suggested rates for distributing the food. They are the ones who need to know exactly what is being bought.

The "cuttings" give them the opportunity to see the kind and quality of food going to schools and institutions and to determine whether this food will be acceptable—in view of the many personal preferences and dislikes that children and adults may have and in view of the types of facilities available for storing and preparing the foods.

The "cuttings" are one of the ways supervisory personnel see that the specifications are being uniformly interpreted and applied to all the packer-suppliers—who, for any one product, may be scattered throughout the country.

The "cuttings" also result in simplified preparation of foods. Take canned sweet potatoes, for instance. Formerly, they were procured in a wide range of counts. There were anywhere from 20 to 100 pieces of potatoes in each No. 10 can (about one gallon), due to the extensive variation in sizes.

Aided by the "cuttings," however, procurement technicians developed an improved specification. It called for a

uniform number of sweet potato pieces per can, with the weight of the units restricted to a more narrow range.

The result: About 40 to 45 sweet potato pieces in every can—each of a more uniform size. Procurement technicians now know how many servings each can will furnish.

"Cuttings" have led to broader specifications in cases where more restrictive requirements are found unnecessary. But they have also resulted in tighter specifications—to raise quality—in other cases. For instance, in the case of canned peas, the quality requirement has been boosted from "U.S. Grade B" to "the top half of U.S. Grade B." The more uniform color and degree of maturity required for the top half of Grade B has meant peas that are less starchy and more tender.

One of the C&MS procurement technicians expresses the value of the "cuttings" this way:

"The opportunity to see and taste the contents of sample cans from processors all over the country has given us a basis for making big improvements in our purchase specifications for those processed fruits and vegetables that go to schools, institutions, and needy families. This opportunity also gives us a means of comparing and selecting varying styles of packs for testing in the schools and institutions—such as frozen as compared to canned red tart pitted cherries, and whole peeled compared to unpeeled halved apricots."

The author is Chief of the Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture.

Some of the qualified C&MS staff members who participate in "cuttings" review samples of frozen cherries, bought for the first time in 1965, for use in national food assistance programs.



Matching Turkey Production To Demand



The Turkey Marketing Guide estimates how much turkey consumers will buy at fair prices during the coming year—and the number of breeder hens and market turkeys needed to fill the demand.

C&MS' annual two-part Turkey Marketing Guide provides information to help turkey growers make a profit and to enable consumers to buy the turkeys they want at reasonable prices.

By Richard C. Larkin

HOW MUCH TURKEY WILL consumers want in 1966? Will turkey growers need to adjust their production to match that demand?

Those are serious questions. If the turkey growers come up with the right answers, they make a profit . . . and consumers can buy the turkeys they want at reasonable prices.

But if they're wrong . . . someone suffers. If growers raise too few turkeys, consumers have to pay much more than they normally do . . . and the industry loses potential sales. If they raise too many, the birds have to be sold at distress prices.

In the long run, both producers and consumers come out best if the industry can match production to demand at reasonable prices. Economists call it "achieving maximum marketing efficiency."

That's why the U.S. Department of Agriculture's Consumer and Marketing Service is now issuing a "market analysis" for the turkey industry . . . the *Turkey Marketing Guide*.

The annual *Turkey Marketing Guide* analyzes such factors as population trends, consumer incomes, and supplies of competing meats. These are put together to get an estimate of how much turkey consumers will buy at fair prices

during the coming marketing year.

The guide also figures the number of breeder hens and market turkeys needed to fill this demand.

This year's guide is the second issued for turkeys since the industry, through the National Turkey Federation, first asked for the analysis. It is issued by C&MS, but incorporates expertise from many of the other agencies in USDA.

This year's guide is being issued in two parts. The first covered breeder hens, and was issued in January. The second, covering market birds, came out in late February.

The highlights of this year's market analysis:

Population will increase about 1.3 percent over last year—expanding the market for turkey by that amount. Consumer incomes will continue to rise, and that means consumers will probably continue their shift toward more high-protein foods like turkey. Also in the forecast are an increase in exports and more turkey used in prepared foods.

However, supplies of broilers and hogs are likely to be heavier than last year. Hogs, in particular, will be more plentiful in the latter part of the year. That means more competition for the consumer's meat dollar.

All in all, the market for turkeys in

1966 can increase about 4 percent over 1965, with no change in prices.

Now, how do we adjust production to match? Well, first of all, production techniques are improving. We get more eggs from each breeder hen, and more of the eggs hatch. Probably the turkey industry can get a 4 percent increase in market birds by keeping the same number of breeder hens we had last year.

A word of warning, however. On January 1 the number of turkey breeder hens on hand exceeded a year earlier by 8 percent. This number of hens could provide perhaps 12 percent more market turkeys than were raised last year. A 12 percent increase in market birds could throw the market into a tailspin.

Details of the 1966 market analysis for the turkey industry are included in the two marketing guide booklets: *1966 Turkey Marketing Guide: Breeder Hens*, PMG-1; and *1966 Turkey Marketing Guide: Market Birds*, PMG-2. Single copies are available free through your county extension office, or from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

The author is Chief, Program Analysis Group, Poultry Division, C&MS, USDA.

new techniques for ENFORCING THE P&S ACT

By Harry L. Williams

MAXIMUM COMPLIANCE with minimum regulation.

That was the basic intent of Congress when it enacted the Packers and Stockyards Act in 1921. Today, nearly 45 years later, that same basic intent still guides the U.S. Department of Agriculture's enforcement of the Act.

A case in point is a relatively new "preventive maintenance" approach to livestock auction market regulation recently adopted by the Packers and Stockyards Division of USDA's Consumer and Marketing Service.

The Packers and Stockyards Act is a Federal trade practice statute which regulates business conduct in interstate livestock and poultry marketing and meat packing. The Act prohibits unfair, deceptive, discriminatory, and monopolistic marketing practices—those practices which if allowed to go unchecked would quickly eliminate the fair and open competition so essential to the success of our free-enterprise economy.

The P&S Division, in enforcing the provisions of the Act, is always looking for new and better ways of achieving "maximum compliance" with as little interference and inconvenience to industry as possible.

A 1958 amendment to the P&S Act more than tripled the number of auction markets under the P&S Division's jurisdiction. This increased number of markets has resulted in a proportional increase in the number of complaints of P&S Act violations. In 1963, the P&S Division began to look for a means of curbing or eliminating the increasing number of violations—without having to resort to individual disciplinary actions against each and every violator.

A system of State and regional investigations of livestock auction markets has not only helped to curb the violations but also has provided some added advantages.

Rather than try to check out every market in a State or region of the country, P&S Division investigators have begun checking on a representative sample of markets in a particular area. The investigations are usually conducted by two-man teams—a marketing special-

ist and an auditor—who spend a minimum of two days at each market. These highly-trained and experienced investigators check the financial condition of the market. They check accounts and records looking for such P&S Act violations as misapplication of tariffs, incorrect billings or accountings to livestock consignors. They look for indications of price guarantees, free trucking, and other illegal inducements to buyers and sellers, illegal partnership arrangements between dealers and others operating on the market, and failures to pay promptly for purchased livestock.

Before leaving the market, the investigative team carefully goes over its findings with the market ownership and management. All violations noted are carefully explained, as well as the P&S Division's position on these violations. The investigative team attempts to answer all questions relating to the violations and explains the P&S Act requirements and regulations which prohibit them.

When the sample markets have all been checked out, every auction market operator within the area is requested to attend a meeting to discuss the findings of the investigative team. The most prevalent and most common violations are explained in detail, as are P&S Act requirements and regulations relating to the violations. Again, P&S Division personnel make every effort to explain the requirements of the Act and to answer any questions the market operators may have about them.

Following these State or regional meetings, every market operator within the area is officially notified of the questionable practices found by the investigative team. The markets are later checked to make sure they are operating in compliance with the P&S Act.

Although this new approach to auction market regulation has been in use less than three years, the P&S Division reports a measurable decrease in the number of formal complaints and disciplinary actions necessary to maintain compliance with the Act in those areas investigated.

And in addition to reducing the necessity for formal actions, the new investigative procedure has also provided some unexpected but welcome additional benefits.

A number of market operators found to have been violating the P&S Act were not aware that they were doing so. These operators simply did not fully understand what was required of them under the Act. Almost all of them expressed a willingness to correct their operating practices.

The investigations have also shown that operators are sometimes on shaky financial ground without knowing it. The P&S Division's investigations bring such matters to the operator's attention while he may still have time to do something about it. Last year, for example, the P&S Division informally obtained improvement in the financial condition of nearly 300 P&S Act registrants by a total of more than \$5 million. Some of this improvement was prompted by the findings in auction market investigations. Operators who might otherwise have "gone under" were able to correct their financial problems because the P&S Division brought the problems to their attention in time. This not only prevented financial disaster for the market operators but also for the consignors who might have been shipping their livestock to a "folding" market without knowing it.

State regulatory agencies have also benefitted from the new investigative system. They are informed of P&S Division investigations and invited to take part in the follow-up meetings. Such cooperation between Federal and State agencies has helped to increase the efficiency with which both enforce their regulatory statutes, while reducing or eliminating a good deal of duplication of enforcement effort.

Industry trade associations have also benefitted from the investigative procedure. Sending their representatives to the follow-up meetings after the investigations provides these organizations with a much better basis for effective industry "self-regulation."

No, the P&S Division's auction market investigations haven't eliminated all of the unfair practices in livestock marketing, but they have helped to curb them to the mutual benefit of all segments of the industry.

The author is Chief of the Stockyard Branch of the C&MS Packers and Stockyards Division.

Trimmed Celery Costs Less to Ship

APPROXIMATELY \$750,000 could be saved annually in transport costs if the 7 million crates of celery produced each year in Florida were trimmed to 14 inches—instead of the usual 16 inches—at shipping point and packed in a smaller crate, according to tests made by marketing researchers in the U.S. Department of Agriculture.

The Florida celery industry requested this study, to determine whether celery cut to 14 inches would be more advantageous than the standard 16-inch length. Even greater savings would be possible if celery from other States were included in those estimated by USDA's Agricultural Research Service for Florida alone.

The cost to pack the 16-inch and 14-inch crates was the same, but truck and rail transport costs were reduced by 4 to 13 cents per crate. Reducing the length of celery stalks from 16 to 14 inches also saves approximately one cent in the cost of each container used, according to the manufacturers of the experimental crates used in the ARS tests.

A truck-trailer with a maximum payload of 34,500 pounds ordinarily carries 500 crates of 16-inch celery. The

If the leafy two inches—normally unwanted—were trimmed off the standard 16-inch celery, about \$750,000 could be saved in transporting the 7 million crates produced in Florida each year.

By R. T. Hinsch

same rig can carry 565 crates of 14-inch celery. Weight savings are shown in the accompanying table.

Space saved with the smaller crates amounted to 440 cubic inches per crate. This extra space would permit a load of 690 crates of 14-inch celery to be loaded in a refrigerated rail car that ordinarily has a capacity of 640 crates of 16-inch celery.

Increasing the number of crates in a truck or rail car results in the transport savings. Savings will vary, of course, with differences in the capacity of trucks and railcars, and the distance the celery travels. A truckload of 14-inch celery could be shipped from Florida to Boston or Detroit at a savings of about 14¢ a crate in a truck with a legal capacity of 34,500 pounds. Savings would be 7¢ a crate if the truck went to Atlanta. Shorter celery (14-inch) shipped in rail cars could be delivered to Atlanta at a savings of 4¢ per crate, and 6¢, if shipped to New York, Boston, or Detroit.

Some terminal market prepackagers presently purchase 16-inch celery and then trim it to 9-inch length before packing. If this 7 inches were trimmed at

shipping point, savings even greater than those for the 14-inch-celery would be possible.

The 14-inch celery also has some advantages for wholesalers. The experimental crates are lighter and easier to handle than the 16-inch crates. Workers stacked 24 of the experimental crates on a pallet that holds only 18 of the 16-inch crates. This enabled them to unload 565 crates of 14-inch celery from a truck with 24 pallet loads instead of the 28 needed to unload 500 crates of 16-inch celery.

Field studies show that celery could be trimmed to 14 inches and packed in the shorter crates without making major equipment changes. Cutting blades could be repositioned for the shorter celery and overhead racks on "mule trains" could be adjusted for the narrower crates. A "mule train" is a packinghouse on wheels that moves through the celery fields.

The 14-inch celery arrived in good condition in experimental shipments to retail stores. It retained its attractive appearance when workers trimmed the butts and tops for retail display. However, most of the leaves would be removed if the celery were held long enough to require retrimming. Consumer acceptance of celery trimmed to this extent has not been tested. If the celery is sold before it's extensively trimmed or if consumers will accept heavily trimmed celery, there should be a good future for marketing 14-inch celery in the years ahead, especially since the leafy two inches which are removed would normally be wasted by the consumer.

The author is a member of the Transportation and Facilities Research Division, ARS.

Gross Weights of Celery in 14- and 16-inch Crates

Quantity of Celery per Crate*	Crate Size		
	16-inch	14-inch	Difference
	(pounds)	(pounds)	(pounds)
2 dozen	65.5	60.1	5.4
2½ dozen	66.2	55.6	10.6
3 dozen	71.3	62.1	9.2
4 dozen	71.4	61.9	9.5

**Sizes of stalks vary, with smaller stalks in crates holding more celery. This accounts for differences shown in weights of crates.*



What the Label Means . . .

ON THE HAM YOU BUY

The confused consumer asks, "What's the difference between a smoked ham, a fully cooked ham, and a ham-with-water-added?" Here's the answer . . .

By Nancy Duckworth

“WHAT’S THE DIFFERENCE between a smoked ham, a fully-cooked ham, and a ham-with-water-added?”

This question from a suburban housewife is similar to many received every week by the U.S. Department of Agriculture’s Consumer and Marketing Service. It reflects a widespread confusion surrounding the use of these and other terms describing ham—terms such as “butt half,” “shank half,” “center slices removed,” and “skinless-boneless ham.”

To begin to understand these terms, C&MS meat inspection officials point out that you must first know what a ham is and how it’s processed, for this determines how a ham is labeled. Simply put, the word “ham” means the upper part of the hind leg of a hog.

Centuries ago, so the story goes, pagans buried their choicest cuts of meat—like ham—in the sand by the sea during the winter months. The action of the salt water cured the meat. In the spring, they dug up the meat and cooked it over wood fires for the feasts.

This practice has been refined considerably over the years, although the curing and cooking is still basic to producing hams—since both aid in the preservation of the meat and add a distinctive flavor and desirable appearance.

In the early days in this country, hogs were butchered on the farm in the fall. The hams were hung in the smokehouse for several weeks, under extreme care, to make certain it was fully cured and smoke-flavored.

Hams labeled as “country-style” are still processed in much this same way, by using a “dry” cure, slow smoking, and long drying process. While they

have a good “ham” flavor, they are firmer textured, low in moisture (approximately 85 percent of their original fresh weight), and always require cooking before eating.

These country-style hams are frequently labeled with names such as Smithfield, Tennessee, Georgia, Kentucky, etc., to indicate the geographical area in which they are produced. Federal regulations require that they actually be produced in these areas to carry such names, if they are federally inspected.

The author is a Home Economist on the Labels and Standards Staff, Meat Inspection Division, C&MS.

Modern processing techniques have greatly reduced the time required to produce tasty, milder, and more tender hams. This process begins with the removal of the hindquarters from the rest of the hog carcass. The excess fat is trimmed off the hindquarters to produce the familiar ham shape.

Next, the curing solution is pumped into the ham in carefully controlled amounts so as to penetrate all areas of the meat to give it an even cure and flavor. The ham is then rolled in a “cover pickle” or brine mixture to further enhance the curing process.

A stockinette is wrapped around the ham to help hold in the juices and retain the shape, and the ham is hung up to drain for a few days. Hams are then put in the smokehouse and exposed to the smoke of burning hardwood—the most common being hickory—and carefully controlled temperature. In fact, if the label says it’s been “hickory smoked,” C&MS meat inspectors make sure that this is true.

Hams stay in the smokehouse from

16 to 24 hours, depending on their size and whether they are to be labeled as “smoked” and/or as “fully-cooked.”

Hams that are smoked *only* are heated to an internal temperature of 140°F. *This is more than sufficient to insure complete protection against the danger of getting trichinosis.* However, they still need additional cooking before serving, for the same reason that you would cook any meat before eating.

Hams labeled as being “fully-cooked” are heated to an internal temperature of about 150°F. *Again, this is sufficient to kill any trichina.* It is also sufficient to cook the ham so that it requires no additional heating before serving, although you may want to heat it if you desire hot food.

Hams produced under the supervision of Federal meat inspectors are carefully checked throughout this entire process. Records are kept on the weight of the fresh ham; the amount of curing mixture injected; the length of time and internal temperature while in the smokehouse; and the final weight of the ham.

This constant supervision is designed, in part, to protect the consumer against mislabeled products. To be labeled as “ham” under Federal requirements, the meat must be “shrunk” while in the smokehouse back to its original fresh weight before the curing solution was injected. If they do not come down to their fresh weight, the hams are returned for further heating and shrinking, or must be labeled “Ham, Water Added” or “Imitation Ham.”

Products labeled as “Ham, Water Added” may contain up to 10 percent added moisture, while those labeled as “Imitation Ham” contain anything over 10 percent. Such labeling insures that the consumer will know what she is buying when she purchases these hams.

At the retail fresh meat counter, smoked and/or fully-cooked hams are sold whole, or often cut in half and re-wrapped.

Those cut in half are labeled and advertised as the "butt half" or "shank half." The butt half is the "upper" part of the ham (which comes from nearest the body of the hog). It is chubby and rounded; generally has a higher proportion of meat to bone, and may be slightly higher in price. The shank half is the "lower" part of the ham. It is more pointed; has a lower proportion of meat to bone, and may be lower in price than the butt half.

Often, the retail butcher will cut a few "center slices" from the two halves. These center slices are repackaged and sold separately. The two remaining "halves" should then be labeled as the "butt end" or "portion," and the "shank end" or "portion," to clearly indicate the removal of the center slices.

Some pork products are often confused with ham. Such products—often erroneously called "picnic ham"—are in reality the "pork shoulder picnic" and "pork shoulder butt." They actually come from the front shoulders of the hog, and are *not* ham—though they may be similar to ham in flavor and appearance.

Canned hams have become increasingly popular with housewives in recent years, mainly because they are quick and easy to prepare.

In processing, the canned-ham-to-be is first trimmed of nearly all the fat and deboned (and thus are referred to as "skinless" and "boneless"). They are then "pumped" with the curing solution, rolled in the brine mixture, and drained to complete the curing process.

Some are then smoked before canning, and the label will say so. Otherwise, the

raw-but-cured ham is placed in a sterile can, and a controlled amount of dry gelatin is added. The cans are vacuum-sealed, and fully cooked with the time and temperature accurately controlled to assure safety.

The juices cooked out of the ham during this processing combine with the gelatin, and the product is labeled "Fully-Cooked Ham with Natural Juices, Gelatin Added." (Remember too, it may also be labeled as being smoked.)

There are several reasons for adding the gelatin. First, it retains the desirable shape of the boned ham. The gelatin also helps protect the canned ham during transportation and storage. In addition, it makes it easier for the housewife to slice the ham when cold, since it "holds" the boned ham together.

This combination of juices and gelatin is edible, and contains some meat proteins and fat. It is ideal for basting the ham, or can be used as a glaze sauce. Because this combination is completely edible, the net-weight statement on canned hams includes the weight of the meat plus that of the combined juices and gelatin.

While all canned hams are "fully cooked"—which means they can be served cold without further cooking—not all canned hams are "fully processed" to the point that they can be stored at room temperature. The method of cooking is the determining factor.

Some are cooked in-the-can in large pressure-type cookers for a sufficient length of time at a specific temperature to make them "shelf-stable." These are fully processed products, and will be labeled to indicate that they can be stored at room temperature before the can is opened.

Most canned hams are cooked in vats of boiling water. Though they, too, are "fully cooked," they are not processed to the point of being "shelf stable." Hence they must be labeled "Perishable—Keep Under Refrigeration"—meaning that they must be stored under refrigeration before being opened.

Naturally, *all* canned hams must be refrigerated after being opened.

The important point is to remember to read the label—*all parts of it*.

If hams at the retail meat counter are not labeled as fully cooked or ready-to-eat, the housewife should automatically assume that they must be cooked further before eating.

Canned hams labeled "Perishable—Keep Under Refrigeration" must be stored in the refrigerator before being opened, just as you would store fresh meat.



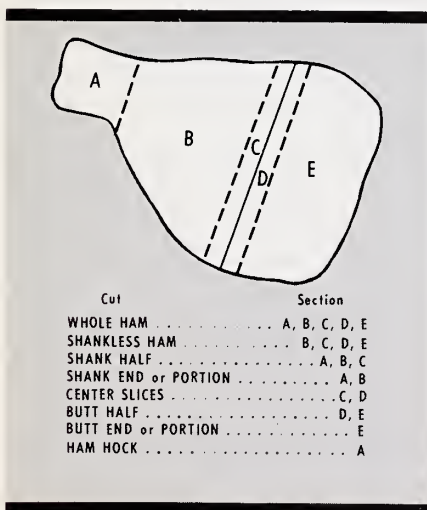
A Federal inspector checks hams in a smokehouse. "Fully cooked" hams are heated to an internal temperature of 150°F, while the "smoked" only hams are heated to 140°F.

The Federal mark of inspection, which reads "U.S. Inspected and Passed" in a circle containing a number (the number of the plant which processed the ham), is your guarantee that the label is accurate.

Meat inspectors in USDA's Consumer and Marketing Service must approve every label before it is used, to insure that it contains the correct name of the product, a statement of ingredients, the firm's name and address, the mark of inspection, and the correct statement of net weight.

The label may also contain information supplied by the meat packer as to cooking methods and temperatures, suggestions for serving, or different recipes. This information is also reviewed for accuracy by the Federal meat inspectors.

Finally, the Federal mark of inspection is your guarantee that the ham is wholesome, was processed under sanitary conditions, and was closely supervised during slaughter and processing to make sure that all steps and all ingredients meet the strict Federal regulations for your protection.



MARKETING SERVICES FOR DAIRY FARMERS

These marketing services under Federal milk orders give farmers an impartial check-test of milk weight and butterfat content—then dealers can be sure they and their competitors are paying farmers on the same fair basis.

By A. T. Radigan

MILLIONS OF CONSUMERS think of milk as a liquid food in handy cartons they buy at the store, or have delivered to the home. The weight of bulk milk is a question which rarely concerns them. And generally, consumers aren't affected if a little bit more, or a little bit less butterfat is in the milk that farmers sell for processing and packaging in the familiar cartons.

But to individual dairy farmers, as well as to dairy farmers as a group, milk weights and butterfat are of vital concern. They affect the returns every farmer receives for milk sold off the farm.

For, returns to a farmer are not based on the fluid measures used in consumer purchases of milk, but on its weight—so much for every hundred pounds.

And returns to a dairy farmer, uniquely, are keyed to a second factor, the amount of butterfat in the milk he supplies.

As the butterfat in the milk varies from the stipulated 3.5 percent, the dairy farmer's price is adjusted accordingly, either up or down. The more butterfat in the milk, the higher the price; the less butterfat, the lower the price.

In fairness to the dairy farmer, determinations of milk weights and butterfat upon which prices are based must be accurate.

But, no matter how well equipped the dairy farmer is, he obviously cannot make his own findings to check-test the butterfat in his milk, which must be done in a laboratory. Nor is he likely to have the necessary facilities or know-how to check on the accuracy of the devices used for calculating the weights of milk.

How can the farmers be sure that these first determinations—pay tests, as they're known in the dairy industry—are accurate?

For dairy farmers delivering milk to Federal milk marketing order areas, the answer is available from an unbiased agency—the U.S. Department of Agriculture's Consumer and Marketing Service—which through its milk market ad-

ministrators checks the accuracy of the handler pay tests of producers' milk.

The milk market administrators provide individual producers with special marketing services, of which the needed check-tests of butterfat and milk weights are a part. Frequently such marketing services have grown out of other required activities of the milk market administrators in enforcing the orders—seeing that the minimum prices set for producers are being paid by handlers, and that all other provisions of the orders are being met.

The author is Acting Chief, Order Operation Branch, Dairy Division C&MS, Washington, D.C.

Most of the present 74 Federal milk marketing orders, administered by USDA's Consumer and Marketing Service, contain specific provisions, voted in by producers with the rest of the order, for checking into accuracy of weights and butterfat tests made by handlers on milk purchased from producers.

Through a check-testing by the market administrator's staff, dairy farmers can be sure of receiving payment from handlers for the correct amount of milk according to its butterfat content.

The market administrator of the Federal milk order concerned sees that these marketing services are performed for those farmers for whom such services are not already being provided by a qualified dairy farmer cooperative association. Milk producers benefitting from these check-tests are assessed a small fee, say from 2 to 6 cents for every hundred pounds of milk they deliver to the Federal order market. This goes into a special fund set up by the market administrator to cover the expenses of providing the special marketing services.

What are some of these expenses?

Most market administrators maintain their own laboratories to make the butterfat check-tests; some pay for having the work done elsewhere by reliable testing agencies.

In connection with milk weight tests, since producers are paid generally on the basis of dipstick measurements of milk in bulk tanks at the farm, some market administrators now check the calibrations of farm bulk tanks. Years ago when milk was shipped mostly by can, the market administrator would check the scales used for handlers' pay tests. But now, with the industry turning so largely to the use of farm bulk tanks, the accuracy of farm bulk tank calibrations are an important consideration in making sure that fair prices are paid to producers.

When market administrators find dipstick calibrations which do not accurately determine the weight of milk in the bulk tank, steps are taken to have this corrected.

The special fund set up by the administrator also covers the expense of an additional marketing service—providing marketwide information on supplies, sales, and prices of milk to farmers who otherwise would not have it. Most market administrators issue a monthly bulletin which is widely used by those who must make milk marketing decisions. While this bulletin is an extremely valuable aid to producers in understanding the market, it is less easy to pinpoint in dollars-and-cents benefits than the more tangible benefits derived from checking milk weights and butterfat tests.

Important as these marketing services are to producers, they also benefit milk dealers, who can be sure that they and their competitors are paying dairy farmers on the same basis—the impartial check-tests by the market administrator.

Federal milk marketing orders, initiated and voted in by dairy farmers, set minimum prices to be paid by dealers to the dairy farmers from whom they buy their milk. Prices consumers pay, however, are not regulated. The orders are now operating in 74 major population centers, where more than two-thirds of the milk for fluid use is delivered to dealers for sale to 111 million of our Nation's consuming public.

RETIREEES LEARN TO STRETCH THEIR MEAT - BUYING DOLLARS

KAY NAWN, MARKETING specialist with the Livestock Division of the Consumer and Marketing Service, explains to a group of retired persons how to save money on the meat they buy.

The key, she tells the group, is to use the Federal grade name and to know the cut and its use when buying meat.

These are important tips, not only for retired persons, but for any consumers

who need to stretch their meat dollars. This group of retired persons learned how to get three meals from one economical blade chuck roast—a steak, pot roast, and ground meat.



First—get the proper grade—in this case Choice or Good. A natural seam makes separating the muscles fairly easy, as this man helps demonstrate (left top). The more tender ribeye can be used as roast or steak. The other portion of the roast can be used as a pot roast, stew meat, or ground beef. But chuck is not the only cut which has several uses. Other cuts, such as round steak, can be made into more than one



meal. Parts of the cuts may be pan broiled, as these women are doing with the tender part of the chuck (right). The high grades of top round can be pan or oven broiled. The bottom round makes excellent Swiss steaks or stew. Miss Nawn's audience found that aside from their being able to save money on meat purchases, the end product passed the taste test with flying colors (left bottom).

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

MARKET NEWSMEN HELP GRANT LAST REQUEST

It was the first week in December. An elderly Alabama man, dying of cancer, wished for a serving of fresh watermelon. His son contacted the owner of a radio-TV station in Florence, Ala., who in turn called Lee Miller, a friend in the produce business in New Orleans. (Mr. Miller, incidentally, was the first U.S. Department of Agriculture market news reporter.) Miller called Neuvo Laredo, Mexico, in an unsuccessful attempt to obtain a melon.

During this long distance conversation, Richard Hallinger, New Orleans Fruit & Vegetable market reporter for USDA's Consumer and Marketing Service, came into Miller's office. He knew that a load of Florida watermelons had been unloaded in New York the previous day and teletyped Tom Hill, F&V market news man in New York. Hill called a local produce wholesaler, who promptly came up with a watermelon—no charge.

The melon was put aboard a non-stop jet for New Orleans—no charge for that either. And so a fresh watermelon reached Hubert Coker in December just a few days before he passed away.

PLENTIFUL FOODS FOR MARCH

Peanuts and peanut products crown the Consumer and Marketing Service's Plentiful Foods List for March shoppers. Other nutritious items on the list are fresh oranges, prunes and prune juice, rice, eggs, and potatoes.

The 1965 peanut crop broke all records. It's estimated at nearly 2½ billion pounds, which is 13% more than was produced a year earlier.

Fresh oranges are coming to market in a big way, and from all producing areas. The crop runs well above last season and above average. And the quality is very good.

Supplies of prunes and prune juice continue heavy, from last year's crop of 170,000 tons which was much larger than average.

Rice again broke all production rec-

ords, with a whopping 76.9 million hundredweight. January 1 storage stocks of fall potatoes are a near record. And the 1966 winter crop is expected to furnish an additional 5.4 million hundredweight, as against last winter's 3.7 million hundredweight.

Large supplies of frozen red tart cherries are also available, particularly in institutional sizes for use in food service operations.

USDA AMENDS P&S ACT "CUSTODIAL ACCOUNTS" RULES

The Packers and Stockyards Division of the U.S. Department of Agriculture's Consumer and Marketing Service has adopted two amendments to the P&S Act regulations for maintaining "custodial accounts for shippers' proceeds."

One amendment requires that all custodial accounts be maintained in banks insured by the Federal Deposit Insurance Corporation. The other permits livestock market agencies to invest a reasonable part of the "float," or accumulated balance in their custodial bank accounts in interest-bearing certificates of deposit.

Both amendments became effective Jan. 20, 1966.

AND SO IT GOES

The sun never sets on food donation activities of the U.S. Department of Agriculture's Consumer and Marketing Service.

While Hurricane Betsy was still an immediate, painful memory to many in Louisiana, 8,000 miles away Typhoon Carmen struck the Mariana Islands, a part of the U.S. Trust Territory. Some 200 people had to be moved from the Marianas' Island of Agrihan. USDA-donated food on hand fed the displaced Agrihanians to help provide immediate relief as it had for the Hurricane Betsy victims of the previous month.

SACRAMENTO EXPANDS SCHOOL BREAKFAST PROGRAM

A school breakfast program conducted in the Lincoln Elementary and Junior High School, Sacramento, California, is now in its second year. The breakfast consists of juice or a fruit, cereal or a home-made breakfast roll, and milk or cocoa, and sells for 15¢. Good use is made of USDA-donated commodities. Started at first for children whose mothers work and are not home to prepare breakfast, it is now patronized also by other school children. Sacramento has had a breakfast program in all the high schools since 1961.

MARKETING ORDER TO BOOST QUALITY OF OLIVES

Better quality olives are in the offing for consumers, as a result of a new Federal marketing agreement and order which will become effective September 1, 1966.

Under the program, all California-grown olives received by handlers will be graded for size and quality under supervision of Federal-State inspectors. To be marketed, canned ripe olives will have to grade at least U.S. Grade C and meet specified size requirements.

As a result, all the smaller, immature, and less attractive olives will be diverted into such uses as olive oil.

Developed by the olive industry with assistance of the U.S. Department of Agriculture's Consumer and Marketing Service, the program will also provide for establishing marketing research and development projects to improve marketing and distribution of California olives and promote consumption.

A committee of eight growers and eight handlers will administer it. Nominated by the industry and appointed by the Secretary of Agriculture last November, they will serve through May 1967. Committee chairman is A. F. Kirkpatrick, of Lindsay, Calif. Robert C. Gross, of Fresno, has been employed

by the committee to serve as manager of the order.

The committee has estimated that this past year's crop of California tree-ripened, green, and ripe (black) olives marketed under the order will reach about 40,000 tons.

CONGRESS APPROPRIATES \$2 MILLION FOR HUNGRY SCHOOL CHILDREN

More lunches for hungry children are now a reality in many States—thanks to the \$2 million appropriated by Congress in 1965 under Section 11 of the National School Lunch Act. These funds, distributed among the States as provided by law, are used to finance demonstration school lunch projects in a few of the areas of greatest economic need.

The National School Lunch Program is administered by the U.S. Department of Agriculture's Consumer and Marketing Service.

ASSISTANT SECRETARY OF AGRICULTURE GEORGE L. MEHREN HELPS LAUNCH FOOD STAMP PROGRAM IN LOS ANGELES



This is Assistant Secretary of Agriculture George L. Mehren talking with Mrs. Wanda Daniels, the first to buy Food Stamps in Los Angeles County. The place is her neighborhood market; the date is Dec. 16, 1965, when the program opened in the county. Mrs. Daniels is the mother of 13. Her husband has

ONLY TWO MILK RECEIVING STATIONS STILL OPERATING IN SOUTHERN MICHIGAN

Milk receiving stations, once an important intermediate fixture in the assembly of milk supplies when milk moved off the farm in cans, have been declining in number and importance over a period of years, according to milk market administrators. The use of farm bulk tanks and improved highways has made it possible to deliver milk directly from farms to milk processing plants hundreds of miles away. As a result, the need for intermediate assembly points has diminished. An example of the declining use of receiving stations is found in Southern Michigan where only two receiving stations remained in operation at the end of January. A year ago, seven such stations were still operating.

a job, and the family does not get public assistance. Because of the large family and low income, they can get help from the Food Stamp Program. Twice each month, Mrs. Daniels may spend \$57 and get \$91 in food coupons. This means the family's food buying power is increased \$68 per month.

MEAT TIPS

—from meat inspectors
of USDA's Consumer
and Marketing Service

USDA does not allow meats which contain artificial smoke flavoring to be labeled as "natural" smoked meats. Most consumers assume that the term "natural" implies that the product has been exposed to smoke in a smokehouse.

* * * *

Requirements for labeling of federally inspected sausage products must be strict to protect the consumer from possible deceptive labeling practices. As an example of this strictness, a submitted label reading "Pork Chili Sausage, Cereal Added," was not approved because the article contained beef tripe and certain pork byproducts that are not allowed in sausage designated as "pork" sausage. USDA's Consumer and Marketing Service suggested that the label be changed to read "Chili Flavored Smoked Sausage."

* * * *

The proposed label for an imported canned ham included a suggested serving for "Virginia Baked Ham." Since "Virginia Baked Ham" is applicable only to ham prepared by dry curing methods, the label was not allowed by USDA's Consumer and Marketing Service, as canned hams are not prepared in this manner.

* * * *

Meat products labeled "frankfurters" must conform to the American consumer's concept of a frankfurter before USDA allows the label to be used. An imported product was not allowed to carry the term "frankfurter" on its label because frankfurters are known in America as a mild sausage product prepared with curing substances and without milk as an ingredient. The product in question was not prepared in this manner.

C&MS and OEO TEAM UP TO FIGHT POVERTY

TWO FEDERAL AGENCIES have teamed up to double their forces and resources in waging the war on poverty. Food assistance programs of the U.S. Department of Agriculture's Consumer and Marketing Service are lending valuable strength to the programs administered by the Office of Economic Opportunity.

This combination has resulted in food and milk for hungry pre-schoolers, work training for young people, and food and nutrition education for adults. The C&MS programs involved here are Commodity Distribution, Food Stamp, National School Lunch, and Special Milk.

The Commodity Distribution Program regularly donates foods to help some 20 million children who eat lunch at school, between 4½ and 5½ million needy people in family units, and about 1.3 million people in charitable institutions. Foods are also donated to victims of natural disasters. In the recent "Betsey" hurricane, some 320,000 victims in Louisiana received over 5½ million pounds of USDA-donated foods.

The Food Stamp Program helps needy families purchase an adequate supply of nourishing foods. It works through State and local welfare agencies to increase food-buying power. Families exchange the amount of money they normally spend for food for coupons which are worth more than they paid. These coupons are spent as regular cash in retail grocery stores.

Some 18 million children in 71,000 schools in all the States and U.S. territories are taking advantage of the wholesome, economical meals provided under the National School Lunch Program. In addition, about 16 million school children, over and above those drinking milk under the National School Lunch Program, reap health dividends from the



This pre-school child participated in OEO's Head Start Program. Local OEO officials, after finding that many children did not get proper diets at home, expanded the Special Milk Program milk breaks into breakfast or lunch programs, using USDA-donated foods to feed the hungry children.

Special Milk Program. It is used in many schools which do not have the full school lunch program.

The Office of Economic Opportunity's Community Action Programs, which encourage communities to mobilize their resources to combat poverty, have been easily and fruitfully allied to these C&MS food assistance programs.

When OEO's Head Start Program, for example, began in the summer of 1965 as part of the Child Development Program for pre-schoolers, local officials administering these activities found that many children were not receiving adequate diets at home. The officials expanded the Special Milk Program milk breaks into breakfast or lunch programs, employing USDA-donated foods as well, to feed the hungry children.

The Atlanta, Georgia, Community

Action Program has requested a \$6 million grant from OEO for a pre-school through high school feeding program. The school officials plan to feed breakfast and lunch to about 19,000 school children.

In Carter County, Missouri, the Community Action Program used OEO funds to reactivate the direct distribution of foods to needy persons. This program had been terminated a few years earlier because of lack of funds.

Beginning early this year, Mississippi is using a \$1.6 million grant from OEO to carry out a special demonstration project to improve methods of food distribution to the needy and make maximum use of USDA-donated foods. An important part of the project is nutrition education for recipients along with a study of the impact of additional food

on health and school attendance.

A year ago 62 of Mississippi's 82 counties distributed food to nearly 300,000 people, largely those on public assistance rolls. During the past year, food assistance was extended to 12 additional counties, six of which are now under the Food Stamp Program. The OEO grant enables the eight remaining counties to participate in USDA's program of food donations to needy people—it further enables *all* counties in the donation program to offer donations to *all* low-income people, not only to those on public assistance rolls.

The Office of Economic Opportunity is sharing with USDA the results of a study to be made in a Tennessee project on the educational levels of low-income families and Food Stamp participants. These data will help to determine what course future educational or promotional programs must take to benefit the participants.

In one attempt to promote the use of food stamps, OEO's Head Start administrators in Portland, Oregon, cooperated with USDA by furnishing each child with food stamp information pack-

ets to take home. After reading the booklets, many parents called the food stamp office to ask if they were eligible.

The work training sections of the Economic Opportunity Act also have a convenient tie-in with C&MS food assistance programs. By teaching skills related to the food assistance programs, among others, the work training program fulfills its purpose of equipping the unemployed with skills demanded by the employment market. It also provides workers prepared to continue joint OEO-C&MS programs.

The Job Corps for boys and girls has resident rural and urban training centers. The young people learn practical skills to use when they return to their own communities. Neighborhood Youth Corps programs train young people who need part-time jobs to stay in or return to school, or who need full-time work experience to acquire the necessary skills and attitudes to meet today's employment demands. Work-Study Programs assist young people entering college. Other sections of the anti-poverty program provide for training unemployed household heads and domestic Peace Corps (VISTA) workers.

Youths and adults in these training programs can help small communities which are just initiating food assistance programs, or communities which want to expand their programs. At the same time, the trainees can acquire work-knowledge of clerical duties, warehousing, food preparation and serving, and other activities that may lead to permanent job opportunities.

In four centers in Boston, Mass., for example, 32 Neighborhood Youth Corpsmen are working as warehousemen and general clerical helpers in food donation centers. In a number of States, school lunch managers and commodity distribution people have hired Neighborhood Youth Corps workers. Hard-pressed school officials may gain additional aid from the VISTA and Work-Study Programs. Nutrition majors in local colleges could help with menu planning and food budgeting. This aspect, however, has not yet been fully explored.

The cooperative, creative action by the C&MS-OEO team has advanced the program goals of both Agencies. It is fighting poverty by bringing food, education, and training to those who need it.

NEW FOOD STAMP AREAS

SECRETARY of Agriculture Orville L. Freeman in January designated the following 139 new areas in 29 States to participate in the Food Stamp Program. With this expansion, in which priority goes generally to smaller rural areas, the program will be reaching about 1.3 million persons in 348 areas in 40 States and the District of Columbia.

Each area is a county, unless otherwise specified.

Arkansas	Clinch Thomas Mitchell Charlton
Arkansas Mississippi Crittenden St. Francis	
California	Alexander Pulaski Massac Union Johnson Pope Hardin Jackson Gallatin Jefferson Hamilton White
County of San Francisco	
Colorado	
Conejos Costilla Alamosa Saguache Mineral	
Georgia	
Lowndes Echols	Lake Madison Marion Crawford Floyd Knox
	Illinois
	Iowa
	Woodbury O'Brien Decatur Van Buren Dubuque
	Kansas
	Labette
	Kentucky
	Elliott Clay Menifee Bell Knox Jackson Lawrence Rockcastle
	Louisiana
	St. Charles Parish St. John Parish Caldwell Parish Iberville Parish Iberia Parish Jefferson Davis Parish
	Maryland
	Allegany Garrett Talbot
	Michigan
	Kent

Kalamazoo
Van Buren
Berrien
Monroe
Ontonagon

Minnesota

Hubbard
Becker
Big Stone
Crow Wing
Kandiyohi
Lac Qui Parle
Swift

Mississippi

Forest
Clay
Wayne
Winston

Montana

Deer Lodge

Nebraska

Sarpy
Scott Bluff
Banner
Morrill
Sheridan

New Mexico

Chaves
Eddy
Lea
Curry
Roosevelt

North Carolina

Franklin
Granville
Person
Lee
Moore
Orange
Chatham

Ohio

Summit
Montgomery
Stark
Scioto
Mahoning

Pennsylvania

Potter
McKean
Bradford
Tioga
Mifflin
Washington

Rhode Island

Area to be
designated

South Carolina

Lee
McCormick
Williamsburg

Tennessee

Hancock
Hardin
McNairy
Tipton
Fentress
Anderson
Lake

Utah

Utah
Carbon
Emery

Virginia

City of Bristol
City of Norfolk
City of Danville

Washington

Yakima
Benton
Franklin

West Virginia

Braxton
Mercer
Nicholas
Wyoming
Summers
Greenbrier

Wisconsin

Burnett
Pepin
Pierce
Dunn
Waukesha

Wyoming

Big Horn
Sheridan
Sweetwater
Uinta

OFFICIAL BUSINESS

THE SECRET OF SUCCESS

By Isabelle Kelly

Why C&MS' Food Stamp Program continues to gain participation and appreciation.

IN NOVEMBER 1965, 716,000 low-income people across the Nation were participating in the Food Stamp Program. This was a new high, an increase of some 59,000 over the previous high in October 1965.

New program openings accounted for most of the increase. Yet established programs in many sectors showed that more and more people were becoming aware of the Food Stamp Program and were eager to participate.

Moreover, as the Program enters 1966, it seems that the goals set by President Johnson on September 4, 1965—that of one million participants by June 30, 1966—will be reached. In fact, latest estimates indicate that by July 1, 1966, at least 1.3 million needy persons in 350 areas in 40 States and the District of Columbia will be enjoying the benefits of the Food Stamp Program.

We like to quote these remarks of a Kentucky welfare official:

"The Food Stamp Program is not just another food-assistance program. It is unique. When eligibles spend their own money for food-stamp coupons and receive their bonus coupons, they become participants in improving their own welfare—rather than faceless recipients of so much of this and so much of that."

But uniqueness is not all it takes to make a program successful. Success requires the efforts of hard-working people, especially the prime movers at the grassroots who must contact the eligibles and get them to participate in the

program. We cite here some examples to show how these local workers, welfare workers and others, are getting the job done.

Consider the resourcefulness of the Nutrition Education Committee, Pulaski, Ark., which prepared food stamp messages in such a way that children could color them.

Children in Head Start centers and elsewhere were given the messages to color and were encouraged to take their finished products home. The Committee reasoned that the children-artists would certainly show their families their creations and the messages would thus reach the intended targets. This idea proved effective in getting low-income families in Pulaski County, Ark., interested in the Food Stamp Program.

A similar device is being tried out in Waterbury, Conn. Members of the Visiting Nurses Association there are explaining the Food Stamp Program to mothers bringing their children to a well-child clinic. An officer explains:

"A mother who is concerned with her child's or children's health and attends a free clinic to safeguard it should be made alert to other means of protecting the family's health interests."

This is apparently an original idea with the Visiting Nurses Association in Waterbury, and reflects both initiative and resourcefulness. It has also brought additional participants into the Waterbury District's Food Stamp Program.

Caseworkers in Fayette County, Pa., follow an equally simple procedure to

encourage and retain food stamp participation. Each time they make a home visit they explain the merits of the Food Stamp Program to the head of the family—even though the family may be participating. They are required to do this and to make confirming entries in official records.

This procedure is paying off. Fayette County, Pa., has a high rate of food stamp participation—perhaps the highest in the State of Pennsylvania.

A frequently voiced complaint is that eligibles receiving public assistance would spend more money each month on food stamps than they actually spend for food. The Welfare Director for Faulkner County, Ark., uses a successful, "self-convincing" technique to test such claims and to encourage food stamp participation. Upon hearing such claims, the Director suggests: "Take the money we

The author is Director, Food Stamp Division, Consumer and Marketing Service, USDA.

ask you to spend for food stamps and put it in a jar. Spend from this money for food during the month and see what happens."

The response has been favorable. Many old-age pensioners, for example, have called and confessed that they underestimate their food expenditures. Interest in the Food Stamp Program in Faulkner County, Ark., seems to be growing.